The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 11

Pat Mitchell hosts WOMAN TO WOMAN

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RARC report

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Broadcasting Jul 11

Third-quarter sales: Network buys on hold; spot looking strong □ Supreme Court delays Betamax decision □ Tele-Communications Inc. buys Tele-Media Corp. □ RARC 1983

BRIGHT SPOTS □ Ad agencies expect network TV buying to come around. **PAGE 23.** Reps survey finds both spot and local sales for broadcasting's third quarter are looking good. **PAGE 23.**

NEW MAN □ Bill Stakelin takes over as president of the Radio Advertising Bureau, aiming to make radio even hotter. **PAGE 25.**

DBS DEADLOCK □ U.S. delegation runs into problems at Regional Administrative Radio Conference over specifications for direct broadcast satellite service. Talks to resolve conflicts with hemisphere countries continue. **PAGE 26.**

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CAUCUS TALK □ Large group owners form Major Market Television Caucus. **PAGE 28.**

RATINGS STABILIZATION □ Mix of old and new programing from networks are giving better numbers this year over last, with NBC showing the most improved marks. **PAGE 29.**

PAUSE □ Supreme Court postpones decision on Betamax case until fall. Congressional action a possibility. **PAGE 29.**

TELCO SHOWDOWN □ Cable and telephone companies battle in comments at FCC on nature and extent of data regulations. **PAGE 36.**

ON THE RECORD □ Co-sponsors of the pending Waxman-Wirth bill, dealing with the FCC's financial-interest and syndication rules, and the Tauke-Tauzin broadcast deregulation measure appear, respectively, on **PAGES 36** and **38.**

SCA LOWDOWN □ Experts give legal and technical advice to FM on what to do with new subsidiary communications authorization. **PAGE 40.**

FCC RECALL □ Commission asks appeals court to return Alaskan license renewal case, admitting it may have erred in EEO findings. **PAGE 40.**

SOUR NOTE □ BMI sues CBS over copyright infringement issue. **PAGE 44.**

ENTER ASTA □ Advertiser Syndicated Television Association, made up of programing organizations, is formed. **PAGE 44.**

NEWS BUFFS □ TV station consortium creates Local Program Network to transmit news features to member stations via satellite. **PAGE 52.**

BBDO STUDY □ Agency report finds ABC betting on news and sports next season, CBS with movies and drama and NBC with comedy. **PAGE 54.**

COUNTERPOINT □ NBC releases report rebutting claims of National Institute of Mental Health that TV violence leads to aggressive behavior in children. **PAGE 55.**

ALL-NEWS IMPRESARIO □ Bill Scott has played a major role in bringing all-news programing to radio and now to cable television, as head of Satellite News Channel. **PAGE 71.**

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Ratings Roundup

CBS-TV finished out front for the fourth consecutive week in the prime time ratings race, since the official end of the network season on April 17, has seen the lead go to CBS six times, ABC-TV three-times and NBC-TV two times. For the week ending Sunday, July 3, CBS averaged a 12.6 rating/24.8 share, according to A.C. Nielsen's National Television Index, while ABC finished second and a full rating point behind (11.6/23.1) and NBC came in third (11.2/22).

CBS won Monday, Wednesday, Thursday and Sunday, while NBC took Tuesday and Friday and ABC, as it has for three consecutive weeks, came in first only on Saturday. CBS had 15 of the top 30 programs, NBC had nine and ABC had six.

The highest-rated original show was ABC's *20/20* (16.8/31), which outperformed CBS's *60 Minutes* (14/36) in rating, although not in share of audience. Behind it came CBS's new summer replacement news magazine, *On the Road with Charles Kuralt* (13.2/22), and *Our Times with Bill Moyers* (12.9/21). In its premiere two days earlier, as a special following *60 Minutes*, *On the Road* (16.1/34) maintained a rating as high as that of its lead-in (16.1/34) and finished the week's 10th highest-rated program. *Our Times* (13.8/26), although it failed to maintain all of its lead-in audiences from *On the Road*, finished the week's 25th highest rated show out of a total of 70.

ABC's *Monday Night Baseball* (11.2/20), featuring a contest between Baltimore and New York or Pittsburgh and St. Louis, had its best performance in three weeks of prime time broadcasts, up nearly two ratings points from its score the previous week (9.7/18) and the week before that (9.8/18).

The First 20

1.	*M*A*S*H*	CBS	20.0/34
2.	*Cagney & Lacey*	CBS	18.3/32
3.	*Archie Bunker's Place*	CBS	17.9/30
4.	*A Team (R)*	NBC	17.5/29
5.	*Simon & Simon*	CBS	17.2/31
6.	*20/20*	ABC	16.8/31
7.	*Magnum, P.I.*	CBS	16.2/33
8.	*9 to 5*	ABC	15.8/26
9.	*Love Boat*	ABC	15.7/33
10.	*Hill Street Blues*	NBC	15.6/29
11.	*Family Ties*	NBC	15.6/28
12.	*Remington Steele*	NBC	15.4/26
13.	*Cheers*	NBC	15.3/27
14.	*Hart to Hart (R)*	ABC	15.2/27
15.	*Charlie Brown Special*	CBS	14.9/28
16.	*CBS Wednesday Night Movie—Homeward Bound*	CBS	14.5/26
17.	*Facts of Life*	NBC	14.4/26
18.	*Three's Company*	ABC	14.2/23
19.	*60 Minutes*	CBS	14.0/36
20.	*Private Benjamin*	CBS	13.6/25

The Final Five

63.	*Quincy, M.E.*	NBC	6.9/15
64.	*Tom Swift/Linda Craig*	ABC	6.6/17
65.	*Monitor*	NBC	6.0/13
66.	*Seven Brides For Seven Brothers (R)*	CBS	5.7/14
67.	*Voyagers (R)*	NBC	5.2/13

NBC study turns NIMH study around 180 degrees

Network says that contrary to other studies, no causal connection exists between violence on TV and in children

NBC researchers have gone public with a study, reported earlier but in less detail, to show that the National Institute of Mental Health's controversial 1982 report was wrong in concluding that watching aggression on television leads to real-life aggression in children (BROADCASTING, May 10, 1982).

NBC called its study, said to have cost "at least" $1.5 million to $2 million, "the most extensive investigation of television into aggression that has appeared in scientific literature." And it found, the researchers said, "no evidence of a causal connection between television violence and the development of aggressive behavior patterns among children and adolescents."

Highlights of the NBC study, conducted among some 3,200 children and teen-agers of varied backgrounds in Minneapolis and Fort Worth from 1970 through 1973, have been made public before. A summary appeared in the NIMH report that, despite the disagreement of a number of researchers, reached the contrary conclusion. Last winter, the study was published as a 505-page volume, "Television and Aggression: A Panel Study," by Academic Press.

Officials noted that the full report had been some 13 years in the making: three years of field work, six years of analysis and four years in writing the book. The authors had waited until last week to hold meetings with academics and the press, according to NBC, because this was the first time the authors and outside experts involved in it could be brought together.

The authors are three NBC research authorities and one outside academic consultant, Ronald C. Kessler, associate professor of sociology and faculty associate at the Institute for Social Research at the University of Michigan. The NBC experts are J. Ronald Milavsky, vice president for news and social research; Horst H. Stipp, director of social research, and William S. Rubens, research vice president.

As they summarized it, the study's "principal conclusion" is that it "did not find consistent significant effects of television upon the aggression among either elementary school boys or girls or teen-age boys...In other words, this study, using the most advanced methodology for detecting causation, found no causal connection between television violence and the development of aggressive behavior patterns among children or adolescents.

"Another important finding from the study is that the analyses identified a number of factors that appear to have a significant impact on aggression in childhood and adolescence. These have to do with the social

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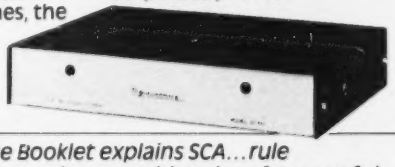

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pus Christi. (BAL-830428EQ). Action June 17.

■ KRZI(AM) Waco, Tex. (1580 khz, 1 kw-D, 500 w-N; DA-2)—Granted assignment of license from KW Communications Inc. to P.R.V. Broadcasting Co. for $450,000 cash. Seller is principally owned by Stuart W. Klein, president. It has no other broadcast interests. Buyer is owned by Cindy Parks Vardeman, president and her sister, Lynn Parks Rollins (50% each). They have no other broadcast interests. (BAL-830505FD). Action June 24.

■ WHHV(AM) Hillsville, Va. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Hillsville-Galax Broadcasting Co. to Magnum Communications Inc. for $210,000, including noncompete agreement. Seller is headed by Robert R. Hilker, president. It also has interest in WCGC(AM) Belmont, WSVM(AM) Valdese and WEGO-(AM)-WPEG(FM) Concord, all North Carolina; WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia, and WYNR(AM)-WPIQ(FM) Brunswick, Ga. Buyer is owned by Howard E. Espravnik (78%) and Jay A. Bough (22%). Espravnik is part-time announcer at WAKE(AM) Valparaiso, Ind. Bough is sports director at WFML(FM) Washington, Ind. (BAL-830502EX). Action June 24.

■ KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (1360 khz, 1 kw-D, 500 w-N, DA-N; FM: 96.5 mhz, 100 kw, HAAT: 1,680 ft.)—Granted assignment of license from Media West Inc. to The Thicket Broadcasting Co. of Wyoming Inc. for $325,000. Seller is owned by estate of Arnold H. Morck. It has no other broadcast interests. Buyer is owned by Richard Beauchamp, chairman (80%), Henry A. Kane and Adam G. Polacek (10% each). They also own KTYL-AM-FM Tyler, Tex. (BAPL-830502ET). Action June 20.

Facilities changes

AM actions

■ KQIL (1340 khz) Grand Junction, Colo.—Returned CP to change requency to 1370 khz: change day power to 5 kw, and night power to 2.5 kw; install DA-N; change TL, and make changes in ant. sys. Major enviromental action under section 1.1305. Action June 21.

■ WKXZ (900 khz) Brunswick, Me.—Granted CP to make changes in ant. sys. Action June 21.

■ WCAT (700 khz) Orange, Mass.—Granted CP to change frequency to 700 khz. Action June 21.

■ KYKK (1110 khz) Hobbs, N.M.—Granted CP to increase power to 5 kw. Action June 23.

■ KYJC (1380 khz) Medford, Ore.—Granted MP (BP-781011AA) to make changes in nighttime standard radiation pattern. Granted June 17.

Summary of broadcasting
as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

■ WADJ (1330 khz) Somerset, Pa.—Granted CP to increase power to 5 kw KA-D. Action June 22.

■ WWKC (1300 khz) West Hazelton, Pa.—Granted CP to increase power to 5 kw. Action June 21.

■ WHBQ (560 khz) Memphis—Granted CP to make changes in antenna system and add loading to all towers. Action June 24.

■ WTNN (1380 khz) Millington, Tenn.—Granted CP to change hours of operation to unlimited by adding night service with 1 kw; install DA-2 and increase day power to 2.5 kw and make changes in ant. sys. Major environmental action. Action June 21.

■ KGAF (1580 khz) Gainesville, Tex.—Granted CP to change hours of operation to unlimited by adding night service with 250 kw; install DA-N, and make changes in ant. sys. Action June 23.

■ KPUB (1060 khz) Winters, Tex.—Granted modification of CP (BMP-820527AA) to increase power to 2.5 kw. Action June 21.

Call letters

Applications

Call	Sought by
	New FM's
WZRO	Midwest Radio Inc., Farmer City, Ill.
KFTS	K&K Communications Inc., Fort Scott, Kan.
KBQQ	Kitten Radio Inc., Minot, N.D.
KBLZ	Lord Broadcasting Co., Ellensburg, Wash.
	New TV's
WDMA-TV	Toledo Telecasting Inc., Toledo, Ohio
WCAY-TV	Television Corp. of Tennessee, Nashville
*KLUJ	The Wings of Faith, Harlingen, Tex.
	Existing AM's
KTSJ	KLIT Pomona, Calif.
WCKJ	WBIA Augusta, Ga.
	Existing FM
KDXY	KHIG Paragould, Ark.
	Existing TV
KCNC-TV	KOA-TV Denver

Grants

Call	Assigned to
	New FM's
KTTH	Bay Broadcasting Co. Inc., Naknek, Alaska
KARZ	Merit Broadcasting Corp., Burney, Calif.
*KEFR	Family Guidance & Educational Media Corp., Le Grand, Calif.
WOVR-FM	Jean L. Ruh, Versailles, Ind.
*WCPN	Cleveland Public Radio, Cleveland
WQKY	Emporium Broadcasting Co., Emporium, Pa.
*KTXK	Texarkana Community College, Texarkana, Tex.
	New TV's
*WJPT	West Central Illinois Educational Telecommunications Corp., Jacksonville, Ill.
WART	Art Broadcasting Corp., Narajito, P.R.
WJJA	Racine Telecasting Co., Racine, Wis.
	Existing AM's
KVIM	KCHV Coachella, Calif.
WIEZ	WBSG Blackshear, Ga.
KREE	KRRR Ruidiso, N.M.
WOFR	WCHO Washington Court House, Ohio
	Existing FM's
KCHV	KVIM Coachella, Calif.
WKAA	WOWZ Ocilla, Ga.
*KUSR	KPGY Ames, Iowa
WEVZ	WITW Cadillac, Mich.
KTNT	KBVD Ruidoso, N.M.
WCEZ	WXRY Columbia, S.C.
*WLGI	WBHA Hemingway, S.C.
	Existing TV
WNFT	WXAO-TV Jacksonville, Fla.